

Together we're MHA

We're Mental Health America: The oldest mental health movement in the United States;

We're MHAs all over the US: The country's strongest advocacy voices working for victory over mental health disorders on local, state, and national levels;

We're many helping America: A trusted source for information and services related to mental health and substance use conditions, wellness, treatments, patient rights and mental health promotion;

Together, we're MHA: We're the largest private not profit charity devoted to advancing mental health the country has ever seen. Mental Health America is a growing network of hundreds of affiliate organizations throughout the US. We're advocates, educators, researchers, service providers; we're consumers of mental health services, we're family members; we're groups large and small, people from every class and walk of life. We're a thousand faces and many languages.

Our roots run deep. Started by someone who experienced mental illness first hand, we're working for a future when the stigma around mental health conditions is a thing of the past.

Separately, we may struggle to achieve our mission; together we are a force to be reckoned with.

Dues-paying affiliates of Mental Health America have access and are entitled to a wide range of benefits including:

- Being a part of a respected and inclusive national network;
- Belonging to a grassroots organization with a successful 100 + year track record in advocacy and education;
- The integrity of being associated with an organization founded by a mental health consumer;
- Connections to local agencies/ associations and with other national organizations such as the Red Cross, AARP, The American Cancer Society and more through the First Lady's Leadership 18 Group and other coalitions;
- Knowledge sharing and networking with other executive leaders, Boards and staff throughout the network of 250 affiliates;
- Voting privileges and a voice in the annual Delegate Assembly, which shapes the MHA national agenda;
- The collective power that comes with belonging to a credible and visible national organization;
- Potential for your Affiliate's representation on the National Board and Committee;
- Access to consumer expertise in our Consumer Advocacy Department;
- A bilingual and culturally diverse National Staff, including a department dedicated exclusively to affiliate services; and
- Access to the "Mental Health Bell" – a powerful symbol of progress in the mental health movement – for events.

We're your partner on Capitol Hill



MHA is a respected advocacy voice in Washington.

Our values compel us to fight when we need to, inform where there's ignorance, and influence decision makers who will affect your future and the fate of those you serve.

Together, our collective advocacy message rings as strong as our Bell, cast from the metal shackles that once bound those living with mental health disorders.

Our understandings, inroads and insights into Congress and other aspects of federal government can make your organization stronger.

To assist the advocacy efforts of our affiliates across the country, MHA provides:

- A credible and highly respected voice in public policy and governmental affairs through our Public Policy and Advocacy department;
- Legislative Alerts and Updates on the hottest mental health topics to keep you informed and galvanize action around important issues;
- Webinars, technical assistance, and resources regarding important developments in health reform, parity implementation, prevention, and other timely regulatory and legislative matters;
- Regional Policy Council work groups and information sharing regarding the impact of federal reforms at the state level;
- Local advocacy support and strategic consultations;
- Representation on national coalitions related to mental health, substance use, disability, and public health;
- Year-round advocacy through regular communication with the Administration, federal agencies, and Congress;
- Customized trainings in managed care and health care reform; and
- Access to key Administration and Congressional decision-makers through your fellow affiliates and the MHA national office.

We're your partner in shaping minds

Our resources and educational materials come in many forms and sizes. They're tailored to many audiences for a variety of purposes. They'll help you replace stigma with knowledge, despair with hope, and illness with health.



- Materials to participate in national public education activities such as Live Your Life Well, Dialogue for Recovery and FundaMental Health;
- Annual kit of materials for use during May is Mental Health Month;
- Annual kit of Back to Campus materials;
- Referrals from our 800 number to local affiliates;
- Annual kit for Children's Mental Health Awareness Day;
- Online Wellness Coaching App - "A Thriving Mindset" - now available for download on iPad;
- Access to media resources, publications, presentations and fact sheets for general mental health and wellness topics and also tailored to specific audiences, events, disasters, etc.;
- News releases and statements on policy issues, events and developments in the mental health field;
- Support, advice and guidance on public relations and media relations activities;
- Toolkits and Public Service Announcements on public education and outreach topics;
- Subscription to Mental Health America e-newsletters: Mental Health in the Headlines, keeping affiliates informed about the latest mental health hot topics and research, and News from National, keeping affiliates informed about news and resources available from the rest of the affiliate field and from the National office;
- Listing on the Mental Health America Web site;
- Subscription to The BELL, our quarterly flagship publication featuring in-depth discussions on current mental health issues;
- 12% discount on printed education materials from Mental Health America's Store on a variety of mental health and wellness topics;
- Logo, branding and web support;
- Promotion of local events through social media; and
- Affiliate programs and events featured nationally on MHA website homepage.

We're your partner in fundraising

We regularly share fund raising revenues with affiliates, unless the donor makes a specific designation. Nearly 50% of all membership campaign dollars raised in a state are shared with affiliates in that state. Individual donors can become national members in the movement, members of the Clifford Beers Society, or contribute at a high level because they want you to succeed. Together this financial fuel keeps us both running.

Success Story:

Walgreens

MHA introduced MHA of Illinois to Walgreens and the two groups now have a permanent relationship. In 2011, MHA of Illinois conducted in-store screenings at Walgreens locations throughout the Chicago area for National Depression Screening Day. This pilot in-store screening project netted MHA of IL \$1,500 and two iPads.

There are plans for the screening partnership to go national, with an expected sponsorship that will yield over \$100K. MHA of IL will get \$10,000 up front plus cause-related marketing proceeds.

- Information about special grants and awards;
- Opportunities to collaborate on grants and participate in joint fundraising activities with the National office ;
- The potential for programs and partnerships with funders at both the national and local level;
- Foundation solicitations;
- Webinar fundraising training;
- Affiliate development technical assistance visits;
- Case statement development
- Revenue-sharing programs including: the Clifford Beers Society for high level individual donors; the MHA Membership Campaign, designed to provide affiliates with a way to contribute towards dues while gaining contacts in their area who are interested in supporting mental health; and major gifts initiatives such as cause-marketing and social enterprise projects; and
- The 2012 National Bell of Hope Tour which will bring the Mental Health Bell to ten local MHA affiliate locations for events that spotlight military family mental health and are aimed at significantly elevating the MHA brand locally and nationally. Local/regional sponsorships are intended to raise at least \$100K for participating affiliate sites.

Success Stories:



clifford beers
society

- In late 2011, MHA in Tulsa held its first-ever Clifford Beers Society reception/donor cultivation event in partnership with MHA. The result--over \$25,000 in unrestricted funding was raised and split 50/50 between MHA and MHA in Tulsa.
- MHA introduced MHA of Texas to the Fath Foundation, resulting in a \$25,000 per year, 3 year corporate membership in the Clifford Beers Society for MHA and \$200,000 over a three year period for MHA of Texas' public policy program.

We're your partner in organizational management



Running an organization is hard work, and we want to make it easier for you so you can focus on helping those in need of services and support.

MHA has created templates, trainings and tools to help you avoid "reinventing the wheel" and is ready and willing to provide technical assistance on any number of topics.

- Technical assistance and advice on working with the Board and running successful meetings;
- Technical advice and support on the Convio online marketing system and Salesforce contact management database ;
- Advice on procuring databases;
- Free job postings on MHA website;
- Technical assistance on human resources functions;
- Technical assistance on finance and accounting, including advice on software purchasing;
- Templates for HR, financial, board, fundraising, press releases, fact sheets, administrative and promotional documents;
- Training at Mental Health America's Annual Conference, including advocacy visits on Capitol Hill;
- Access to the Affiliates Only Website, where frequently needed, on-demand resources and tools are provided;
- Responsive support and technical assistance on local advocacy issues, board and volunteer management issues, programs and fundraising matters from the National staff (including materials such as board development packets, affiliate development guidebooks, collections of program and fundraising ideas);
- Board Buddy program, which facilitates knowledge sharing between Affiliate Executives and Boards about skills, programs and abilities and supports affiliates who are developing or experiencing difficulties;
- Opportunities to participate in webinars and conference calls on a variety of topics, designed to support each other, and in particular new and developing Mental Health America sites through the "Class of 20xx" curriculum;
- Inroads to expert speakers from other organizations and educational institutions to present at Affiliate Meetings and Conferences; and
- Access to MHA Board and Staff who are national leaders in mental health and who can be signature speakers at events or serve as experts on grant proposals.

Better together.

Just like you, MHA works for America's mental health. For too long, the idea of mental and emotional health was disregarded. Advocates everywhere have changed that forever--so that today, a whole view of the mind and body is a common aspect of wellness.

Just like you, MHA works tirelessly for all Americans, but especially the 1 in 4 Americans who suffer from a mental health or substance use disorders. They deserve person-centered quality services, the full exercise of their rights, and access to the best information available.

Just like you, MHA is always improving, changing and growing. Our affiliates, funders, and stakeholders shape our priorities and make our enduring mission relevant to our times.

Accept no substitutes. Look for the Mental Health America bell symbol as a sign of quality.





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